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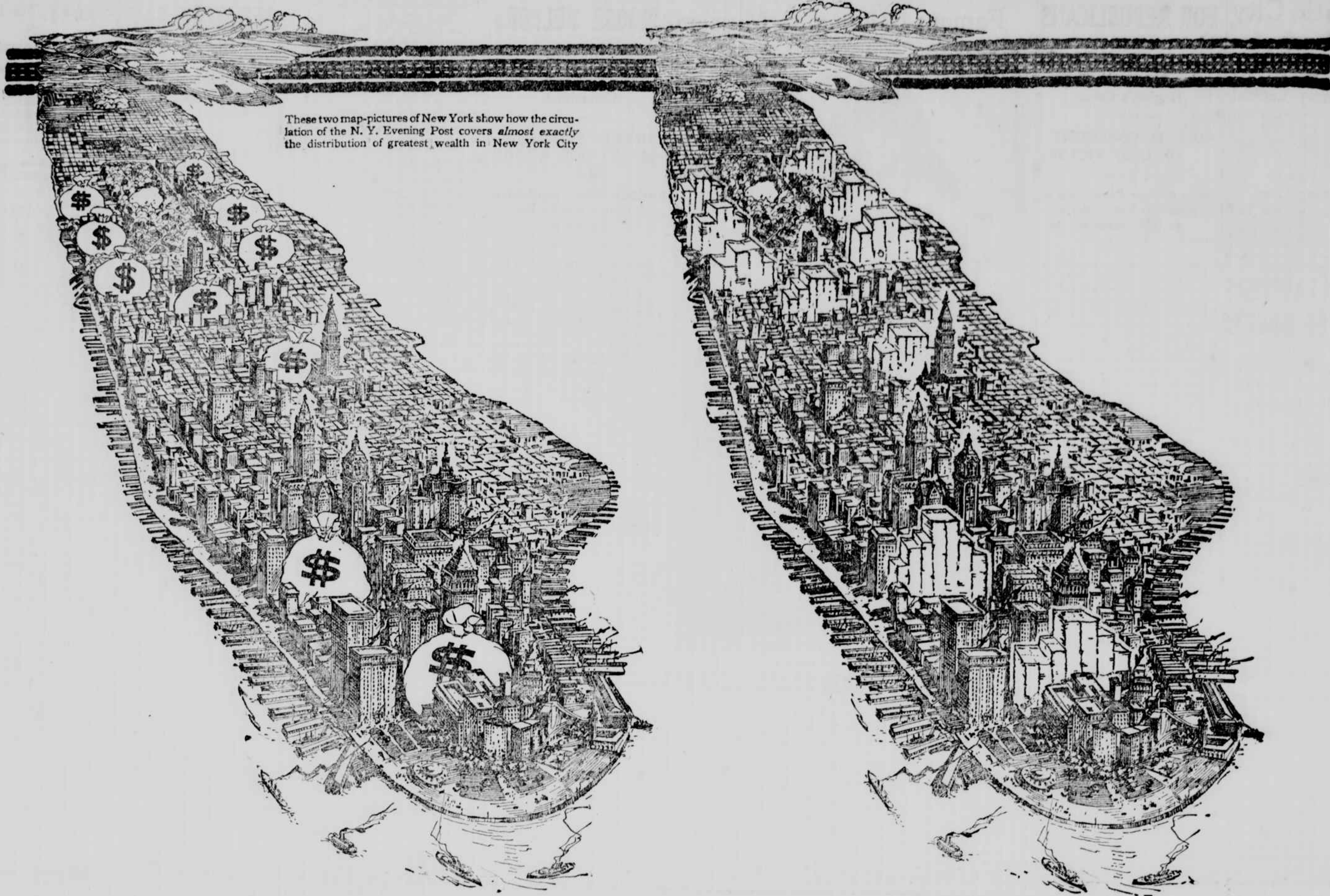
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22,000 That BUYS like a million!

The New York Evening Post is bought by nearly 22,000 people every afternoon.

Sounds like a mere handful, doesn't it, when you think of the half- and quarter-millions that some of the other newspapers talk of.

And yet that 22,000 is the **BIGGEST** circulation in New York City.

It's the 22,000 that **BUYS** like a million. And in that term "buys" is the magic of the Evening Post's circulation.

Nowadays mere *quantity* isn't enough when you consider newspaper circulation. The keen user of advertising space does not buy just a

problematic multitude — he buys **BUYING POWER**. And The Evening Post comes nearer to offering 100% pure **BUYING POWER** than any other newspaper in the country.

Proofs?

Just look at the maps above. The census of the distribution of *greatest wealth* in New York you find, almost exactly coincides with the heaviest distribution of the Post's 22,000 daily copies.

In other words, where **WEALTH** is in New York—where live the New Yorkers who have the desire and the wherewithal to buy your products—**THERE** The Evening Post is *read* and *believed in*.

That "believed in" is also important, for belief governs willingness to buy.

The high ideals of its editorial policy, and the integrity and honesty of purpose of its news columns have gained for the Post a wonderful confidence on the part of its readers.

Each copy of the Post actually reaches the home—you never see a Post thrown away.

And these are the reasons why *The Evening Post*, with only 22,000 circulation, covers its field more thoroughly and reaches more actual **BUYING POWER** than larger newspapers, with larger circulation and all cosmopolitan New York for their appeal, cover their field.

Reach the 22,000 that Buys Like a Million—through

The Evening Post

More Than a Newspaper—
A National Institution



"The design of this paper," says the Post's first issue, Nov. 16, 1801, "is to diffuse correct information on all interesting subjects, to inculcate just principles in religion, morals and politics; and to cultivate a taste for sound literature."

This is the new home of the New York Evening Post at 20 Vesey St., New York City, where the ideals set forth in the Post's first issue—one hundred and fifteen years ago—are still strictly adhered to.

